



How Wellbeing Drives Experiential Value: Emotional, Social, and Sensory Influences on Multisensory Consumption of Wine with Music

Célia Rocha^{1,2} | António J. D. V. T. Melo³ | Bruna Barbosa^{1,2,4,5} | Ana Pinto¹ | Rui Costa Lima¹ | José Carlos Ribeiro^{2,4} | Luís Miguel Cunha^{2,4}

INTRODUCTION

Consumers increasingly seek experiences that deliver emotional meaning and personal enrichment rather than functional value alone. However, existing sensory marketing research typically treats consumer wellbeing as a post-consumption outcome rather than a strategic driver of those experiences. This study investigates how emotional and social wellbeing, novelty-seeking, and music-related engagement shape consumers' evaluations of combined multisensory consumption experiences (pairing wine tasting and music).

METHODOLOGY

Wine – Food Combinations Evaluated



Figure 1: Wine-Food combinations presentation

Settings & Participants

Calém Port wine cellars, Vila Nova de Gaia

200

Consumers
modelled

4

Languages
(PT/EN/FR/ES)

2

Combinations
per taster

AMBIENT SOUND CONTEXT (BETWEEN SUBJECTS)

No music
(control)

Classical

Fado

Jazz

n = 825



208



206



190



221

Tasting Protocol



RESULTS

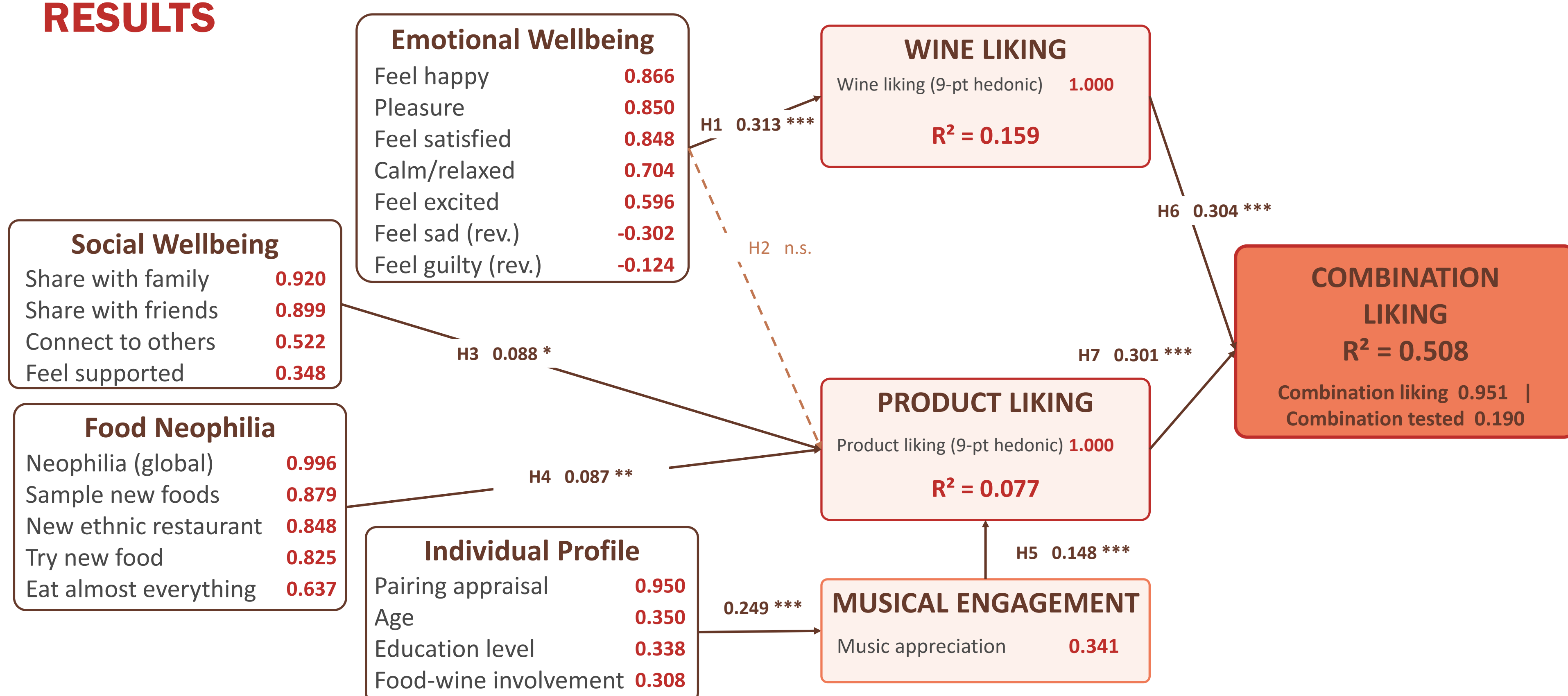


Figure 2: Refined structural model of consumer wellbeing and multisensory experience evaluation

Values inside boxes = standardized outer loadings; values on arrows = standardized path coefficients. *** $p < 0.001$ ** $p < 0.01$ * $p < 0.05$ n.s. = non-significant

CONCLUSION

The findings highlight that experiential value is created through emotionally and socially engaging environments rather than isolated sensory cues. Emotional wellbeing drives wine liking, while food neophilia and musical engagement drive product liking; both component evaluations converge on the holistic judgement of the combination. Music supports rather than creates experiential value — it acts through product-level perceptions. Wellbeing is therefore a designable antecedent of experiential value, not only an outcome of consumption.

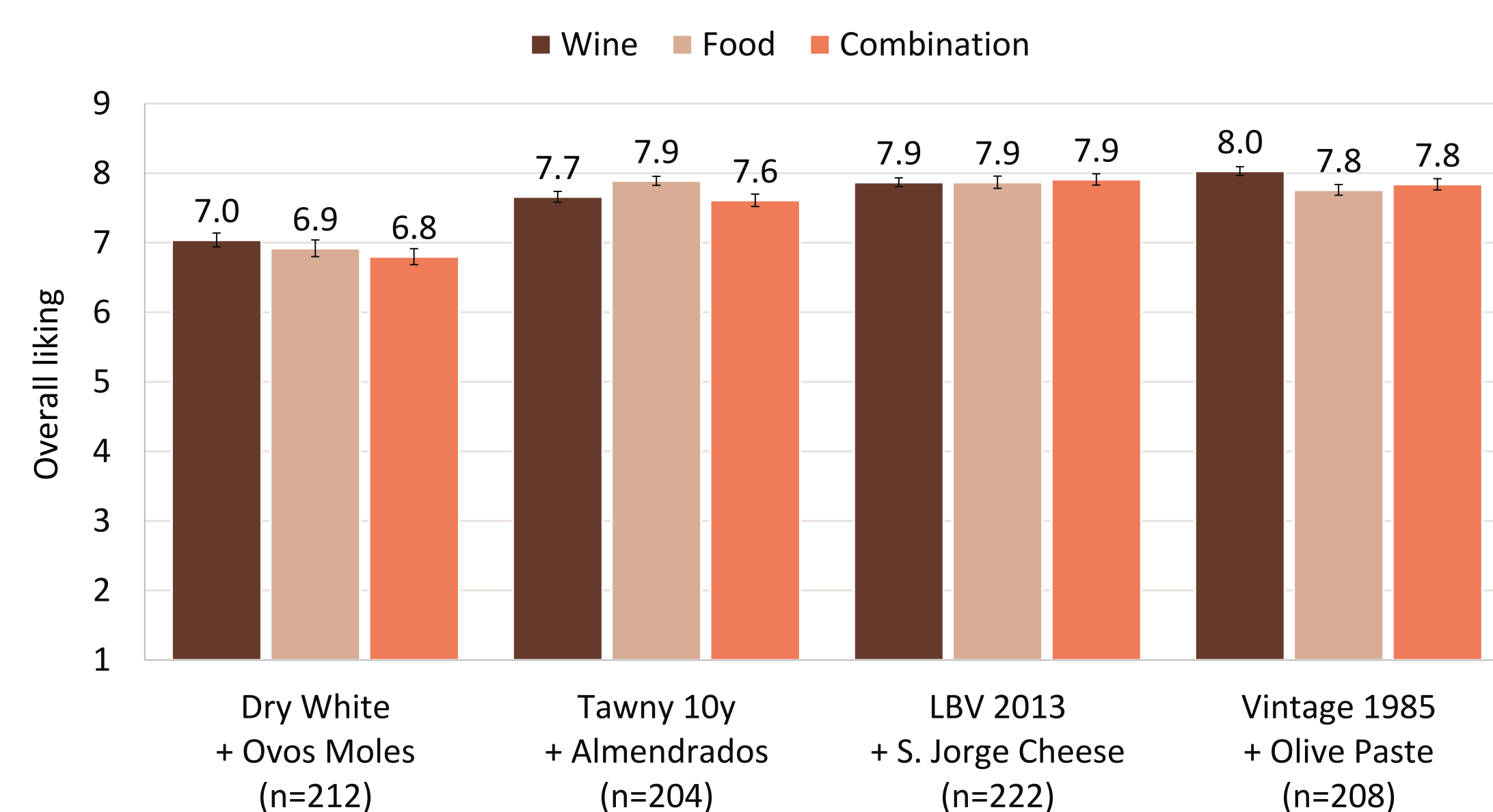


Figure 3: Mean overall liking of wine, food and combination for each wine–food pair ($\pm$ SEM)

- Combination liking tracks its components: Dry White + Ovos Moles scored lowest on all three measures (6.8–7.0), the LBV and Vintage pairs highest (7.8–7.9).

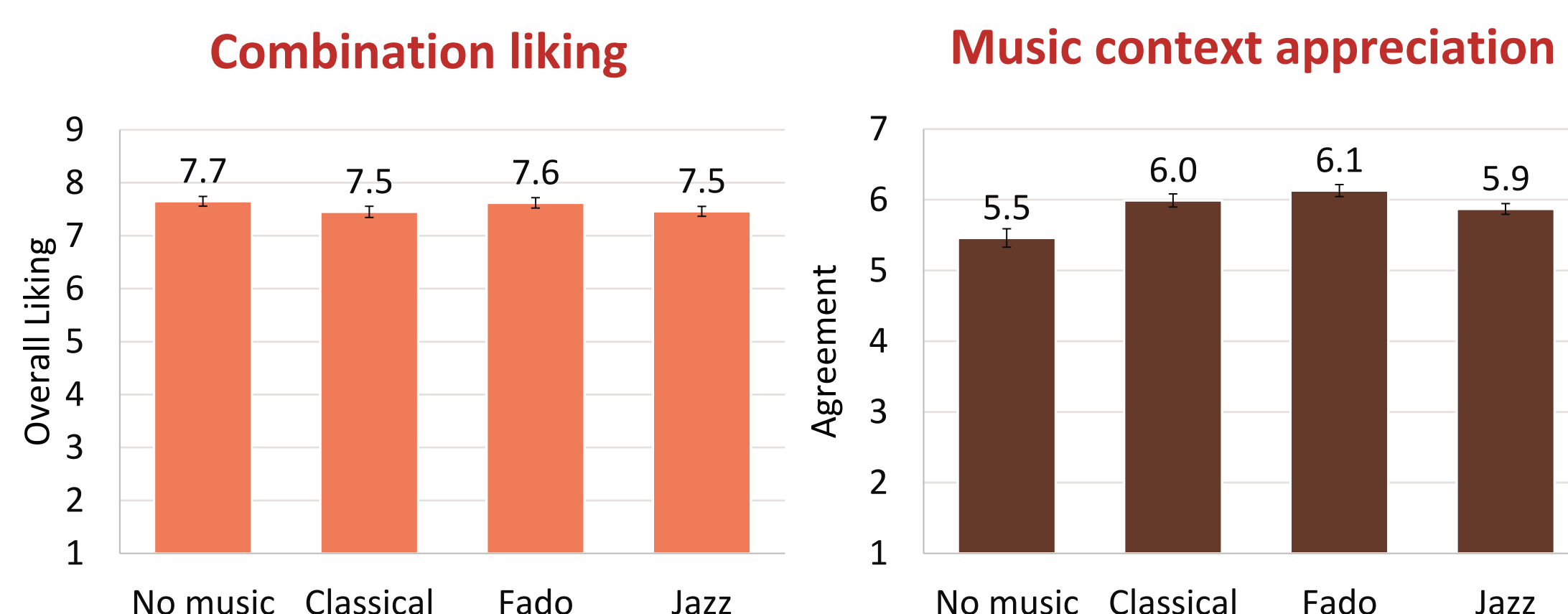


Figure 4: Combination liking and music appreciation across the four ambient sound contexts ($\pm$ SEM)

- Ambient music raised music appreciation (5.5 without music vs 6.1 with Fado) but left combination liking unchanged — atmospheric cues support, rather than create, experiential value.
- Product liking predicts combination liking as strongly as wine liking ($\beta = 0.301$ vs 0.304): holistic judgements are not simple sums of component evaluations.

REFERENCES

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AFFILIATIONS

- Sense Test, Portugal
- GreenUPorto - FCUP, Portugal
- University of Maia and Atlântico Business School, Portugal
- FCUP, University of Porto, Portugal
- FCNAUP, University of Porto, Portugal

